5th **THOUSAND**

2nd VOLUME

These

FLOWERS

of our

LOST ROMANCE

ARE A NOTABLE CONTRIBUTION

to

FOLKSONG

and of

SONGS-FOR-US-TO-SING

Among the subscribers—David Starr Jordan, Herbert Hoover, Harry Barnhart, Mary Garden, V. Blasco Ibañez, Rupert Hughes, Alice Gentle, Richard Burton, Sir Henry Norman, John C. Van Dyke, George Sterling, Isabella Stewart Gardner, David Belasco, Brander Matthews, the Duke of Alba, Mary Pickford.

No one had ever published such a Song-Book—therefore no one ever could! That was the attitude of the Eastern Publishers. They sensed neither the wide awakening of interest in all things Spanish, nor the deep appeal of these Folksongs to the universal human heart. So in December, 1923, I myself published this "First Book"—of 14 out of the 550 Spanish Folksongs I have collected in 40 years of exploration and study in the Three Americas. Fourteen songs, of 14 kinds—all lovable. No such lasting, heart-felt and heart-warming songs are written anywhere today. These Grew in the Heart of a People. They have stood the test of a century, yet come to us as new as a discovered flower.

In less than a year, and without trade facilities, this first book has sold nearly 5,000 copies. Soloists are singing these new-old songs in every State; and Schools, Glee Clubs and Community Choruses are finding their fascination. To sit under Farwell's baton now, and watch a thousand "Gringos" fairly "eating up" these lays of Old California, is to realize that they have already proved their vital worth for our own USE.

Spanish and English words — Price, $1.50, postpaid

PAID MAR 1925

I hereby subscribe for 2 copies {I enclose / ~~I will remit~~} $3.00

Name Miss Helen Kleinschmidt

Address c/o S. H. Kleinschmidt

813-15 Spruce St. St. Louis, Mo.

Date Feb. 28th, 1925.

Send order to CHAS. F. LUMMIS, 200 East Avenue 43
Los Angeles, California